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OCT 31 2005

PATENT  
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
James Howard DREW et al.	)	Group Art Unit: 3639
	)	
Application No.: 09/593,118	)	Examiner: Robinson Boyce, Akiba K
	)	
Filed: June 13, 2000	)	
	)	
For: A METHOD FOR EVALUATING	)	Confirmation No.: 5555
CUSTOMER VALUE TO GUIDE	)	
LOYALTY AND RETENTION	)	
PROGRAMS	)	

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

This paper is responsive to the Office Action mailed June 29, 2005, which has a period for response extending through September 29, 2005.

**Amendments to the Claims** are reflected in the listing of claims in this paper beginning on page 2.

**Remarks** follow the amendment section of this paper and begin on page 21.